



News Release

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YAKIMA-On November 15, The Memorial Foundation is partnering with Townsquare Media, KIMA TV, Univision and Adelante Radio to host the first annual **Big Give Day**—the one day that will make a difference every day. Coinciding with National Philanthropy Day, the one day telephone and web drive is a community-wide effort to raise funds to support vital health care programs right here in the Yakima Valley. Donations will be accepted by phone from 6 a.m. to 6 p.m. at the Townsquare Media offices at 4010 Summitview in Yakima. Donations can also be dropped off at Wray's Foods at 401 W. Nob Hill Blvd from 2-6pm.

The donation line is (509) 965-2515. Online donations are already being accepted at Biggiveday.com.

“Our community never fails to come together to support the health care needs of our valley,” says Kellie Connaughton, Development Director for The Memorial Foundation. “Whether it’s Children’s Village, North Star Lodge, or Cottage in the Meadow—when our community sees a need, we work together to create a solution.”

Throughout the day, patients, families, physicians, and other supporters will share their stories, inspirations and dreams on Townsquare Media radio stations KIT 1280 AM, KATS 94.5 FM, KFFM 107.3 FM, KDBL 92.9 FM “The Bull” and KUTI 1460 AM in hopes that they can inspire other to give. Spanish-language stories will also be broadcast on Adelante stations, Juan 1230 AM and Gran D 96.9, throughout the day.

“Sometime people think that if they can’t make a large donation, they aren’t able to help,” says Kellie Connaughton, Development Director for The Memorial Foundation. “That is why this year, we are trying to help people understand that even just giving \$20 can make a big difference in the lives of those with special health care needs.”

According to Connaughton, a few people donating \$20 gift can make an immediate difference. She notes that \$100 allows the foundation to offer a parent support group at Children’s Village, \$125 supports training and materials for a new volunteer at Hospice, \$90 provides a specialized sleeve for patients suffering from Lymphedema, a painful and incurable condition that causes swelling in the lymphatic system (an important part of the immune and circulatory systems).

Connaughton says The Foundation appreciates larger gifts, but that every gift does truly make a difference—no matter how large or how small.

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